

South Activates a New Year



4467, Florence, Ala., is a woodland fairytale for these poor children who could inspect the counters and choose one Christmas present for each member of their family, compliments of 4467 and Florence Jaycees.

Newport, Ky., Kresge 139 — Gifts were exchanged at the Christmas breakfast . . . Buyer John J. Haller, former employee of 139, surprised the store with a visit. — Vera Meyer

Danville, Va., Kresge 342 — 342 extends a warm welcome to Assistant Manager Wayne Tuttle . . . Employees and their invited guests enjoyed the Christmas party held at the Green Barn on December 15. Wanda Guhl arranged the entertainment. — Hazel Carter

Brainstorm Brings Profit Thanks to 414 Employee

Baltimore, Md., Kresge 414 — Sarah Snyder designed a beautiful pair of lamp shades out of left-over curtain valances, old lamp shades and ribbons. Sarah's masterpieces inspired customers to buy valances and make shades . . . Valerie Johnson, wife of Manager Harvey N. Johnson, provides home baked cakes for monthly birthday parties. Thanks to Mrs. Johnson for preparing the Christmas buffet lunch . . . A recent reply to a refund follow-up card read: "It's certainly a privilege and pleasure to know people who go out of their way to help people." — Margaret Lynn

Bedford, Ind., Kresge 483 — A Christmas dinner and gift exchange were the prelude to a wonderful holiday season for 483 . . . Congratulations to former Manager Emil R. Olson who was promoted to the position of sales promotion manager of Division II for Kresge stores. — Dolores Bridges

Marietta, O., Kresge 541 — The Marietta Ohio Times published a letter from a member of the National Campers and Hikers Association commending employees of 541 for their friendliness. A group of campers was impressed with the royal treatment received at 541.



Sarah Snyder, 414, Baltimore, Md., displays her hand-made lamp shade.

Rockville, Md., Kresge 691 — The holiday season was made even more enjoyable with a store party and open house at Manager John McBride's home. — Colm Matthews

707 Awaits Mardi Gras With Supply of Souvenirs

Metairie, La., Kresge 707 — 707 is making preparations for the celebration of New Orleans' world famous Mardi Gras in February. Tourists will be offered a wide selection of costumes and trinkets as souvenirs. All businesses in town will close the day of the festival and partake in the parade of floats through the French Quarter in downtown New Orleans. — Evelyn Creapo



Thomas Beheler and Gertrude O'Neill of 4104, Roanoke, Va., will portray Mr. and Mrs. George Washington at K mart's G.W. Birthday.

Atlanta, Ga., Kresge 713 — Christmas Eve began with a store breakfast followed by a gift exchange. Later, employees were served a buffet luncheon. — Virginia Bruce

Bradenton, Fla., Kresge 728 — Esther Morton, head of the lingerie department, hosted an employee Christmas party at her home. Everyone enjoyed an old-fashioned sing-along. — Edith Furnish

Birmingham, Ala., Kresge 765 — A festive Christmas party was thrown for employees by Manager Carl R. Newman. Also attending the party at the Luau Restaurant were employees of 772 and 732. Bookkeeper Neil Whitman provided the entertainment for the evening by reciting her version of "The Night Before Christmas." — Marie Butler

South Houston, Tex., K mart 4024 — Employees were treated to breakfast and had a gift exchange before Christmas. — Janell Carr

4042 Plans Festivities As a Tribute to George

Fredricksburg, Va., K mart 4042 — 4042 is nestled in the heart of Fredricksburg, Va., the boyhood home of George Washington. To help celebrate his birthday on February 22, 4042 will participate in a great sale sponsored by the Chamber of Commerce and area merchants . . . Greetings to Assistant Jeffrey L. Nutt . . . Sales were excellent during the three-day Krazy Daze. — Charlotte Tyree

Alexandria, La., K mart 4063 — 4063 will have a "Suddenly It's Spring" party in February to kick off spring sales. — Mary Fugh

Atlanta, Ga., K mart 4072 — A Christmas dinner for employees was a great success, thanks to Manager George H. Giammeyer. Edith Westbrook was hostess . . . Checkers of the month are Mary McBrayer and Margaret Garret. — Marjorie Newman

Houston, Tex., K mart 4080 — Employees got together for Christmas festivities at the snack bar. Lots of laughs were exchanged along with the gifts . . . Assistant managers, department heads, stockmen and licensees played their first basketball game in January. — Eileen Matlock

4087 Works with Jaycees To Brighten a Christmas

Florence, Ala., K mart 4087 — The Florence Jaycees and 4087 teamed up to make Christmas a little happier for some underprivileged children. A bus load of boys and girls were guided through the store by an assistant and were allowed to take one item for each member of their family. The biggest reward 4087 employees received in return for their thoughtfulness was the sight of happy smiles on the children. — Madge Hall

Houston, Tex., K mart 4094 — Lilian Gorman and her own version of "The Night Before Christmas" to the KRESGE NEWS. Her story tells of a booming Yuletide business. — Mattie Lou George

Roanoke, Va., K mart 4104 — Several singing groups performed at 4104 and thrilled the crowds with their merry tunes . . . Thomas C. Beheler, junior assistant, and Gertrude O'Neill are prepared to greet customers as George and Martha Washington on George's birthday in February . . . Ronald Barnett joined the staff as manager trainee. — Nancy Chambers

Charlotte, N.C., K mart 4137 — An abundance of food was served at the Christmas party held in the store. The buffet was just what employees needed to give them an extra boost on the floor. — Margaret McGee

Staffers Present Neumann With Proverbial Gift

Cincinnati, O., K mart 4173 — Manager Albert Rupert and Gypsy Stacy, snack bar manager, arranged a lovely Christmas party. Assistant Adolph Neumann received miniature carpets to go along with the old saying "to be called on the carpet." — Judy Griddle



4259, Ft. Worth, Tex., employees are enjoying the Christmas party just as much as these orphaned children, who opened their presents with glee.



Manager Jack Hall, 4259, Ft. Worth, Tex., and Evelyn Gains smile for a photo with the orphans who were guests of honor at the Christmas party.

Louisville, Ky., K mart 4180 — A new bowling league consists of six teams. Officers of the league are Paul Burns, Fred Rice and Patty Woolley . . . Sonny Evans, of the receiving department, recently cut a record and hopes to have his jam placed in K marts everywhere. — Jean Shelton



Pinky is a well-traveled Cocker Spaniel. He was born in Peru, raised in Michigan and at the moment is residing at 4188, Charleston, W. Va.

Charleston, W. Va., K mart 4188 — Pinky the Cavie (a member of the guinea-pig family) was special guest at 4188. An audience of K mart shoppers were captivated by Pinky's performance. This little beast came all the way from Peru to take part in a science test at the University of Michigan, but ended up in Charleston . . . Roger Baumgartner was given a camera outfit as a farewell gift. He transferred to 4153 in Cincinnati, O. — Danny Dunn

Evansville, Ind., K mart 4226 — Ruth Darr of the pet department claims Joe the Mynah bird is the most popular of the store's feathered creatures . . . Bob Johnson is back with 4226 after a tour of duty with the Navy. — Ruby Jones

Tampa, Fla., K mart 4245 — The opening of 4245 was well received by throngs of shoppers. — Virginia Bousley

Charlotte, N.C., K mart 4251 — The long-awaited Midnight Madness Sale was a tremendous success. — Jewel Hopkins

Ft. Worth, Tex., K mart 4259 — 4259 celebrated Christmas by inviting nine children from a local orphan's home to the store party. The children were delighted with the toys they received and all the food they could eat. — Brenda Hughes

Hurst, Tex., K mart 4267 — An all-day luncheon was served in the store to help celebrate Christmas. Everyone enjoyed sharing gifts and listening to relaxing music during the festivity . . . 4267 was honored with a visit from Harry B. Cunningham, chairman and president, and Emery Larson, sales promotion manager of discount stores. — Lorie Hallgren

Norfolk, Va., Jupiter 4627 — Staffers got into the Christmas spirit by exchanging presents and enjoying a holiday feast on Christmas Eve. — Mable Sutton